

*File
Canteen
Canada*

great food, served anywhere

THE STORY OF CANTEEN FOOD SERVICES



What does Canteen mean to you?

Ask a dozen people to describe Canteen, and you'll get a dozen different replies. To the opera-goer, it may be a gourmet meal before the curtain. To a student, a midnight Hero sandwich on the eve of a big exam. To a patient, the hospital tray that brightened the road to recovery. To a worker, the inexpensive meal enjoyed on the night shift. To a sports fan, a variety of better food at the ball park.

But Canteen is much more than the sum of its services, widespread and varied as they may be.

You could, for example, call Canteen the world's largest, most fully integrated food service contractor. That's one way of putting it.

Another might be to say that Canteen is professional people dedicated to the ideal that good food is vital to everyone and should be made available wherever they work or play.

Thus . . .

Canteen is the graduate dietitian who avoids starchy menus without taking the starch out of the budget.

Canteen is the meat buyer who spots grades of beef from a distance, but still wants to see the stamp.

Canteen is the university dining service director, whose "spirit lifter" meals are important to balanced nutrition and cultural programs.

Canteen is the Master Chef who brings an individual touch to mass feeding. Canteen is the cost analyst who wrote the book on restaurant management.

Canteen is a great cup of coffee. It's a juicy man-sized bratwurst at the stadium. It's a memorable chateaubriand in a gourmet restaurant. It's an alumni breakfast, a senior banquet. It's a bank of good-looking vending machines, well stocked and close at hand. It's the cafeteria and executive dining room.

Canteen is great food, served anywhere.





Good food—the *inside* track to good employee relations.

Canteen food scores high with sports fans.

Convenience. Service where—and when—you want it.



Canteen means great food

Quality, variety, freshness—these are cornerstones of Canteen service. Dietitians plan menus to please modern tastes. Skilled chefs prepare dishes from top-quality ingredients in spanking-clean Canteen kitchens. The by-word is “freshness”: breads and rolls are new-baked; dessert toppings, sandwich fillings and all items with critical shelf-life are prepared at the very last minute and promptly refrigerated. Taste, texture and color reflect the freshness of the food. And variety—is everywhere. Canteen serves many thousands of the same people day after day. Thus, because so many customers do not change, menus must to maintain sustained appeal.



Top quality—Government Graded Choice and Prime beef, Grade A poultry, Grade AA fresh eggs, No. 1 Quality produce.

Variety. Canteen-tested recipes are standardized for assured quality and menu compatibility, although special dishes are gladly prepared to meet local preferences. Good planning stimulates appetite by frequent menu changes on a cyclical basis.

Skill. Experienced Canteen chefs cater to regional and ethnic tastes. Some sections prefer cornbread with sugar; others without. Lamb is a favorite in some areas, not so popular in others. Even cooking times vary from region to region.



a great experience

Canteen Coffee

There's no morale booster like a steaming cup of good coffee. It speaks much for the quality of Canteen coffee to discover that many companies that now enjoy the full range of Canteen food services began with a Canteen® coffee-vending machine.

What's the secret? You simply start out with the best ingredients—then pamper them.

Seven or more varieties of coffee, selected from the vintage crops of 43 coffee-growing countries make up Canteen's unique blend.

Coffee's flavor and aroma come from volatile oils and caffeol chemicals which are activated by roasting and released in brewing by the "washing" action of hot water over the ground beans. Roasting temperatures are critical within 3°F., so that volatile oils will not grow bitter or evaporate prematurely.

The roasted beans are "quenched" to prevent further chemical change through residual heat. Grinding rolls are adjusted to minute tolerances to produce a definite proportion of various size particles and coffee "fines," almost powdery in texture but essential to the filtering function. Notwithstanding its purchase of many millions of pounds of coffee annually, Canteen insists upon a "specification report" on every "roast" it buys.

So much for the blend. What about the coffee-making machine? The secret here is the exacting manner in which water temperature, circulating action and extraction time are combined with a precisely measured amount of the specified blend of Canteen coffee to obtain the aroma, flavor, richness and body most preferred by the particular location. Once this is determined and appropriate adjustments have been made, automatic controls take over to assure unvarying uniformity in the character of the coffee.

Yes, Canteen works hard to brew uniformly good cups of coffee—and to serve them in the way customers prefer. Every Canteen coffee vendor, for example, serves coffee in nine different black-sugar-cream combinations. No wonder Canteen coffee is so good.



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Canteen means business

Canteen believes in—and operates on—a straightforward philosophy: It is our constant responsibility to exercise a searching appraisal of our services to (1) achieve the objectives of our clients and (2) enjoy the maximum participation of our customers in these services.

National testing laboratories, for example, constantly seek new and better ways of serving clients. This involves menus, recipes and fool-proof sanitation procedures as well as new preparation and serving equipment for improvement of service and greater efficiency.

The search for economy which will involve no surrender of quality is unending. Canteen, with its tremendous purchasing power, starts here with considerable advantage.

In this area, economy is usually a corollary of quality, for there is always less waste in quality food products, particularly meats. Meat and meat products served in Canteen facilities must be processed in plants operated under a Government inspection program. Canteen policy prohibits the use of preservatives, tenderizers or coloring agents.

Many of the advanced accounting procedures and control systems used today were conceived and perfected by Canteen, which has long recognized the importance of having cost analysts and efficiency engineers on the staff.

The practical value of this fact-and-figure approach is that a greater percentage of the cost-per-meal goes into the food itself. With administrative details handled centrally, local managers and supervisors are also free to give their full attention to the needs of the client.

Well-planned kitchens contribute to the efficient production of good, appetizing food. Canteen planning experts are always available for consultation with prospective clients and their architects or contractors on alteration of facilities or new construction.

Canteen buys only top-quality foods—in tremendous quantities. Quality products are usually more economical, and the advantages of mass purchasing are obvious.



Practical knowledge of food handling equipment has an important bearing on the efficiency and economy of any food service operation.



Canteen works where you play

Canteen means great food, whether that food is served from a hawker's tote box or in the most exclusive private club. If you want your ball park, auditorium, stadium or other recreation or entertainment center to become known for the food it serves as well as for the events it sponsors, just call Canteen. It's that simple.



Canteen brings snack and dining delight to fans at Anaheim, California.



Yankee rooters enjoy a hot dog.



Great food, superb service, and elegant atmosphere—
Canteen serves opera-goers at the Grand Tier in Lincoln Center.



Canteen works where you work

Canteen means great food, served anywhere. And this, of course, includes food served on your premises: whether a manufacturing plant, bank, office, transportation terminal, boarding school, large university, hospital or nursing home. When you want your people to be well fed, just call Canteen. It's that simple.



Minimum space is needed to create an attractive, complete food area.





Fully automatic food service can be as attractive as it is efficient, offering employees a wide range of entrees, salads, sandwiches, desserts, snacks and beverages.



A Canteen CounterVend® in a suburban-located manufacturing plant. Vending machines are open 24 hours a day, with attended counter service available during the lunch break.



Three aspects of Canteen food service flexibility. A satellite snack bar in the far reaches of a large plant. No need here to walk a mile for refreshment.



The Hourly Employees' dining area at the above plant. More than 1,000 employees are accommodated at 1/2-hour intervals.



The company's executive dining room, extensively used for customers and guests. All are Canteen services, all reach the same objectives: good food immediately available at reasonable cost; food that enhances our clients' relations with personnel and public alike.

Canteen works where you educate

Burgeoning enrollments, restricted budgets and dwindling space are burdensome enough to throw on college administrators without asking them to supply food services that will satisfy the critical tastes of students, operate at unconventional hours and keep losses at a minimum. No wonder schools, colleges and universities everywhere are turning to Canteen for their complete food services. Canteen plans, purchases, prepares and serves food in cafeterias, dining rooms, snack shops and vending machines.



Good food and pleasant surroundings add to the fun in cafeterias and dining rooms.



The trend at every educational level is to self-service. Thus meal hours can be extended and more students served in limited time.



Modern vending satisfies student appetites with choice of soup, sandwich and salad, together with fruit, juice, dessert and beverage.



Here an unattended automatic vending setup serves a perimeter area of a large campus. Vending helps reduce labor, speed service.

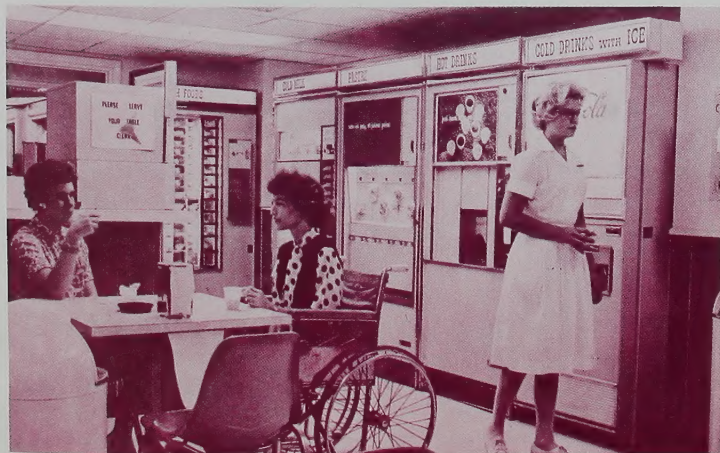
Canteen works where you hospitalize

Hospital administrators, too, are plagued with rising costs and difficulty of obtaining qualified personnel. More and more are relying on Canteen as an "out" for these twin problems. Canteen frees the hospital administrator from the day-by-day (and night-by-night) demands of their own food services. Canteen has the capability of taking over an existing service and making it function better and more profitably. Canteen has the breadth of service a modern hospital needs—ADA*-supervised dietary for patients, appetizing meals in personnel dining rooms and cafeterias, satisfying 24-hour service from automatic vending machines for visitors, patients and employees alike.

*In Canada, CDA.



Serving carts keep food hot or cold between kitchen and patients' rooms. Cart is plugged into wall outlet to maintain proper temperatures.



Beverages, snacks and sandwiches are available round-the-clock for patients, guests and staff from efficient vending machines.



Hospitals require the finest in food preparation and service. Here, the chief dietitian (top left) checks each tray to be certain patients are served just what the doctor ordered.



Hospital Host identifies the special service division of Canteen Corporation that provides every type food service for hospitals and nursing homes.

How Canteen can serve you

CANTEEN®SERVINETTE automatic food service

Complete automatic food service is provided by Canteen through banks of attractively matched, well-lighted vending machines known as Servinettes. A selection of hot and cold entrees and beverages is offered, together with salads, sandwiches, snacks, confections—any hour of the day or night. Immediate service. No waiting in line. No crowding.

As with Canteen's manual food services, vended food quality is also top grade—uniformly fresh, appetizing and wholesome. It is prepared under exacting standards in spotlessly clean food processing centers by Canteen specialists—and rushed in special delivery trucks just prior to peak demands as often during the day or night as required.

Machines can be arranged in single or multiple banks to fit almost any available space or traffic requirement, and to serve as few as 50 people or as many as 5000. All machines are modular and readily adapt to the available space and its configuration.

Canteen clients make no investment in Servinette service; in equipment, in help or in supervisory time. Service and maintenance are the responsibility of your local Canteen service organization.

CANTEEN COUNTERVEND snack shop plus

Here is a versatile food service that combines the personal attention offered over a cafeteria counter with the convenience of modern automatic vending equipment.

The counter is equipped with both refrigerated and heated storage-display units, so food may be prepared ahead of time and kept cold or hot for self-service during rush periods. A compact preparation area permits foods to be cooked to order also.

Groups of adjacent matched vending machines complete the services desired and are in operation at all times. The CounterVend arrangement is extremely flexible since it adapts to off-hour as well as peak-period needs. Remarkable speed of service. Pleasingly wide variety of menus.

CounterVend can be used by itself as a complete food service or as a supplement to a central cafeteria. Installations serve as few people as 100; or as many as thousands with the addition of other strategically located units. CounterVend is owned, staffed and maintained by Canteen. It requires no investment in kitchen and serving equipment, remarkably little floor area, and eliminates the cost of food service personnel, since even the attendant or attendants are Canteen-employed.

CANTEEN CAFETERIAS and dining rooms

If you are now operating a wholly owned food service facility, you may be disillusioned with high overhead costs, indifferent personnel, mediocre food—and but partial participation, at best, from those you planned to serve. It may be hard to believe that Canteen can change this bleak picture into a pleasant one. Yet such has been our history.

The combination of Canteen's know-how, experience in mass-feeding, its purchasing power, its appropriate use of mechanical equipment, per-

sonnel training and businesslike approach to the art of serving food is a potent factor in transforming an unsatisfactory feeding situation into one that gets raves from employees and visitors, achieves maximum participation—and comes in under budget.

In short, Canteen completely relieves you and your executives of responsibilities in the specialized field of food service, yet maintains fast, accurate accountability data for examination whenever it is requested.

We welcome the opportunity to serve you at any time, and can be of special help to you *before* specifications for a food service have reached the blueprint stage. There are few limitations on what can be done to solve a mass-feeding problem, and Canteen can do wonders with the help of its food facilities engineering department in planning a food service that will match your needs, preferences, space *and* budget.

RESTAURANT MANAGEMENT service

To a growing number of discriminating people, dining is a distinctive art—an art that can be catered to only by experienced, dedicated professionals. Thus the Restaurant Management Division of Canteen was chosen to operate the elegant food and beverage facilities of the Metropolitan Opera at Lincoln Center in New York, and numbers among its clientele some of the nation's most distinguished gourmets.

This division of Canteen was also selected to manage the several dining facilities at the John F. Kennedy Center for the Performing Arts in Washington, D.C., and has contracts to provide both public and private restaurant service at the huge Council Plaza projects in St. Louis and other cities. Canteen's field of operations was further expanded when it assumed full management responsibility for lodging as well as food service at the beautiful Landmark Hotel in Las Vegas.

Canteen has been proud of its widespread recognition for operating the nation's finest private restaurants. The Restaurant Management Division has made it possible for Canteen food service to win public acclaim as well.

CANTEEN as concessionaires

For many years, stadiums and sports arenas offered a limited variety of snacks and beverages to their patrons. Even so, the sports fan has a voracious appetite, and sales volume has been substantial.

Canteen felt, however, that many more fans would respond enthusiastically if offered a choice of high quality food, from a much broader menu, at prices commensurate with the service provided. The Concessions Division was formed specifically to serve this fast-growing, sports-minded, leisure-time group.

Initial operations at N.Y. Yankee Stadium confirmed Canteen's conviction that people want and appreciate great foods at a ball game, and will buy it in record quantities—when it is wholesome, well-prepared, fairly portioned, attractively prepared and quickly served. Further confirmation that persons seeking recreation also want and will eagerly buy better quality food came with Canteen's operations at the Anaheim Stadium—home of the California Angels where, as in New York, the Concessions Division provides food services through many modern refreshment counters, hawkers who cover the stands, and Stadium Clubs which feature fine cuisine for their exclusive memberships.

Canteen Backup Services

DATA PROCESSING

A mass of timely information is essential for effective control of such significant variables as price of foodstuffs, labor costs and inventory levels in the efficiently operated food service. This is immediately available to Canteen's local management through the Company's extensive installations of modern data processing equipment. Because the information is collated from the many Canteen operations throughout the country, local management is quickly alerted to note and act upon any deviation from current norms.



In addition to utilizing computers for programming data on personnel, marketing and purchase functions, among others, the Company furnishes fast and accurate billing information to its customers. Statements on the status of the food operation can be set up for ready transference to the customer's general accounting systems.

LOCAL AND NATIONAL SUPERVISION

Although Canteen people are well schooled in operating methods and procedures through guidance manuals, on-the-job training and special study classes, strict adherence to the Company's high standards of quality, service and sanitation is never left to chance.

To search out and eradicate possible source of dissatisfaction, regularly scheduled inspections are made by local supervisors with long food experience. Their freedom of action is assured, for these men report to the Canteen executive for the area rather than to the manager of the operation.

As a still further safeguard of its standards, *and of the customer's continuing good will*, a large staff of Performance Assessors works out of the Company's national office on surprise supervisory assignments in the field. This group makes its inspections at account level unannounced, and files straightforward reports of its observations for commendation or quick corrective action. It is unique in the food service industry.

Attendance at supervisor schools and seminars, held periodically throughout the year, is essential to career growth at Canteen. It keeps the staff abreast of new developments relating to various aspects of food service.

MARKET RESEARCH—AN AID TO MENU PLANNING

The nature of our business demands—and permits—an immediate feedback of information on the retail movement of products which provides a realistic basis for customer evaluation not reliably obtainable through opinion survey.

One of the collateral benefits of the Company's Market Research Department activities is the utilization of its studies in recommending food services that will meet the needs of the customer in the most pleasing and efficient way possible. Preliminary planning for a new account considers the energy demands placed upon those to be served; their age groupings; work hours; male-female ratios; ethnically influenced eating habits; special dietary requirements; regional food favorites—even the strength of coffee likely to be most in demand.

Application of market research techniques in planning menus on purchase-proved preference not only enhances customer satisfaction, but also greatly lessens or eliminates the wastage which results in the preparation and presentation of unpopular food items.

FOOD FACILITIES ENGINEERING

Canteen's food facilities engineers and designers are available to work closely with the food service prospect's architects or other representatives in new construction, expansion or remodeling.



Every aspect of the job is handled with professional skill and competence in all areas, from planning, engineering and layout, to outfitting of preparation and service areas, decor, furnishings and lighting.

The specific needs of each individual installation are surveyed and analyzed. Mechanical plans and blueprints are supplemented with color renderings where this is desirable. Sound guidance is provided every step of the way including advice and specifications on equipment needed and assistance in obtaining competitive bids—usually at appreciable discounts. The Department is fully dedicated to coordinating activities between the prospective customer, his architect and/or contractor and suppliers—from the very beginning on through to opening day.

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THE STORY OF CANTEEN® FOOD SERVICES



we invite you

As these pages have indicated, Canteen has no interest in "pushing" one type of food service over another. Our recommendations are based on your requirements. Our aim is to help you choose a service or a combination of services tailored to fit your particular needs and wants—a service that will serve the most appetizing food at the lowest cost in the fastest, most efficient way.

We will be happy to provide the names of those in your vicinity who enjoy Canteen Food Services, and invite you, when you're thinking about whether a food service can be adapted to your special requirements, to *just call Canteen*.

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CANTEEN OF CANADA

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